METHODS AND SYSTEMS FOR ACCESSING
MULTI-DIMENSIONAL CUSTOMER DATA

ABSTRACT OF THE DISCLOSURE

Methods and systems for modeling customer data into a multi-dimensional structure for access to enable efficient customer targeting are disclosed. The method includes the steps of compiling data from multiple sources to create a relational database, using tools to model data within the relational database, scoring the modeled data, integrating scores into a multi-dimensional structure and providing access to end users to the multi-dimensional structure.

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